



50 F Street, NW, 4<sup>th</sup> Floor  
Washington, D.C. 20001  
Telephone: (202) 347-3375  
Fax: (202) 347-3690  
[www.publishers.org](http://www.publishers.org)

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**Contact: Stacy Skelly**  
**202-220-4556**

**COLLEGE TEXTBOOK PUBLISHERS RESPOND TO  
NYPIRG REPORT**

*Publishers Support Pending New York Legislation, Efforts to  
Increase Easy Access to Information*

Washington, D.C.—Association of American Publishers Executive Director for Higher Education Bruce Hildebrand issued the following statement regarding the New York Public Interest Research Group’s (NYPIRG) report on college textbooks released yesterday. Hildebrand said:

“Publishers work regularly with faculty to provide extensive information about textbook options and prices. This information is readily available directly from publishers, bookstores and online. A quick Internet search using an ISBN (International Standard Book Number) will yield hundreds of price and product information sources. Easy and complete access to information is good for everyone – students, faculty and publishers.

“Publishers have worked closely with the New York State Legislature in support of passage of S.B. 3063 and A.B. 8167 to help ensure students in New York have easy access to the best possible textbook and course materials in a broad range of price options. Publishers also support the key principles outlined in the bill that passed the U.S. House of Representatives earlier this year that would expand transparency in textbook marketing and is pending action by the full Congress.

“Faculty and publishers work together to determine which course materials best reflect the course goals while providing the greatest value and choice for students. While publishers offer a wide variety of learning materials in a number of formats, they consistently support students purchasing only those tools that will actually be used in the course to ensure success.”

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The Association of American Publishers (AAP) and its member publishers understand college students’ concerns about the cost of college, including textbook costs – and publishers have responded to these concerns by increasing both the number of lower-cost options available to faculty and students and the kinds of materials available, such as custom textbooks, e-books and

no-frills editions. Publishers are committed to providing the best possible learning tools to help more students succeed in college. For more information visit [www.textbookfacts.org](http://www.textbookfacts.org).